

Building Better Neighborhoods Identity Design

 digitalresearch.bsu.edu/immersive-learning-showcase-2021/exhibits/show/building-better-neighborhoods

The City of Muncie has diverse communities with friendly people, interesting past, and outstanding cultural amenities that make it a desired place to live, do business, and to visit. Until Spring 2019, a lot of the neighborhoods in Muncie were lacking proper visual identification. A strong visual identity was needed to elevate the image of the neighborhood as well as provide a sense of pride within the residents.

In partnership with Building Better Neighborhoods and Muncie Action Plan, we worked with a core group of committee members from various Muncie Neighborhoods to develop their visual identity. Check out the other neighborhood identities at the Studio 165+ website: www.studio165plus.com/bbn




Watch Video At: <https://youtu.be/HgQ46xiBvHc>

Credits

Studio 165+

Neighborhood Visits

 digitalresearch.bsu.edu/immersive-learning-showcase-2021/exhibits/show/building-better-neighborhoods/neighborhood-visits



Through our ongoing partnership with Building Better Neighborhoods and Muncie Action Plan, our design teams have had the opportunity to collaborate with numerous neighborhood organizations and meet with a core group of community members to conduct a guided tour. During these visits, we were able to take pictures and notes to document the neighborhood as well as communicate with the community members to gather meaningful insights for our design process.

Read more about our neighborhood visits here: <https://www.studio165plus.com/single-post/studio-165-and-building-better-neighborhoods>

[← Recognition](#)
Neighborhood Visits

Studio 165+ Muncie Neighborhood Visits

 studio165plus.com/single-post/studio-165-and-building-better-neighborhoods

April 21, 2021

At Studio 165+, we strive to understand our community partner's mission and vision as clearly as we can. With this in mind, we aim to celebrate the uniqueness of each Muncie neighborhood by creating a visual identity that best represents the ideals and values of the community and its members.

Through our ongoing partnership with Building Better Neighborhoods and Muncie Action Plan, our design teams have had the opportunity to collaborate with numerous neighborhood organizations and meet with a core group of community members to conduct a guided tour. During these visits, we were able to take pictures and notes to document the neighborhood as well as communicate with the community members to gather meaningful insights for our design process.

Use this link to learn more about our Building Better Neighborhood Identity Design project.

<https://www.studio165plus.com/bbn>



Minnetrista Central neighborhood visit, Fall 2020



Riverside Normal City visit, Spring 2020



Old West End neighborhood visit, Fall 2019



Riverside Normal City visit, Spring 2020



Halteman Village visit, Fall 2019



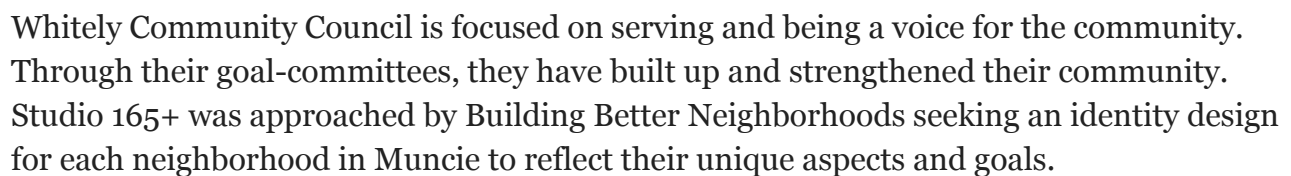
Old West End neighborhood visit, Fall 2019

About Building Better Neighborhoods:

The City of Muncie has diverse communities with friendly people, interesting past, and outstanding cultural amenities that make it a desired place to live, do business, and visit. Building Better Neighborhoods is a partnership between Ball State University and the Muncie Action Plan. Funded by the Ball Brothers Foundation, the endeavor seeks to grow, coordinate, and streamline Muncie neighborhood organizations.

To learn more, visit <http://www.muncieneighborhoods.org/> .

 digitalresearch.bsu.edu/immersive-learning-showcase-2021/exhibits/show/building-better-neighborhoods/whitely-community



View more images of the Whitely Community identity design here:
<https://www.studio165plus.com/whitely>

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Whitely Neighborhood

IDENTITY DESIGN

LOCATION: Muncie, Indiana

INDUSTRY: Public Sector

TEAM:

Hanna Boggs

Valerie Francis

Samantha Robbins

Ashlyn Sterling

Katie Strader

Angel Winchester



OVERVIEW:

Whitely Community Council is focused on serving and being a voice for the community. Through their goal-committees, they have built up and strengthened their community. Studio 165+ was approached by Building Better Neighborhoods seeking an identity design for each neighborhood in Muncie to reflect their unique aspects and goals.

RESULTS:


Since the Whitely community takes pride in being a goal-oriented community, we decided to use a simple triangle shape to highlight □it's three most important goals: Beautification & Infrastructure, Safety □& Security, and Education & Health. The triangle shape can further □be used as building blocks to create the monogram "W", and icons □for various community programs initiated by the Whitely community.







Southside Neighborhood

 digitalresearch.bsu.edu/immersive-learning-showcase-2021/exhibits/show/building-better-neighborhoods/southside-neighborhood



Southside is the largest neighborhood in Muncie, and they are seeking to create a unified identity for their neighborhood. They wanted to focus on community engagement and the beautification of Southside neighborhood. The Southside identity system was to be used on signage, clothing items, and at events within the community. Studio 165+ was approached by Building Better Neighborhoods seeking an identity design for each neighborhood in Muncie to reflect their unique aspects and goals.

This identity design takes inspiration from the structure of the Southside Middle School — a hub for education, local events, and academic opportunities within the community. The bold lettering represents the size of Southside as the largest neighborhood in Muncie, and the compact design highlights the closeness of the community.

View more images of the Southside Neighborhood identity design here:
<https://www.studio165plus.com/southside>



Southside Neighborhood

IDENTITY DESIGN

LOCATION: Muncie, Indiana

INDUSTRY: Public Sector

TEAM:

Jared Carter

Joel Hall

Erin Mawhorter

Samantha Robbins

Ashlyn Sterling

Katie Strader

Dominic Zelli



OVERVIEW:

Southside is the largest neighborhood in Muncie, and they are seeking to create a unified identity for their neighborhood. They wanted to focus on community engagement and the beautification of Southside neighborhood. The Southside identity system was to be used on signage, clothing items, and at events within the community. Studio 165+ was approached by Building Better Neighborhoods seeking an identity design for each neighborhood in Muncie to reflect their unique aspects and goals.

RESULTS:

This identity design takes inspiration from the structure of the Southside Middle School — a hub for education, local events, and academic opportunities within the community. The bold lettering represents the size of Southside as the largest neighborhood in Muncie, and the compact design highlights the closeness of the community.





IDENTITY ELEMENTS COMBINATION



Primary Lockup



Secondary Lockup

CLEARSPACE

Primary Lockup Architecture



COMPONENTS OF IDENTITY SYSTEM



TYPOGRAPHY

Teko Medium

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

**abcdefghijklm
nopqrstuvwxyz**

COLOR PALETTE



PANTONE: P 48-16 U
CMKY: 26, 87, 97, 20
RGB: 158, 58, 37
HEX: #9E3A25



PANTONE: P 101-16 U
CMKY: 63, 54, 51, 25
RGB: 92, 93, 96
HEX: #5C5D60





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Riverside Neighborhood

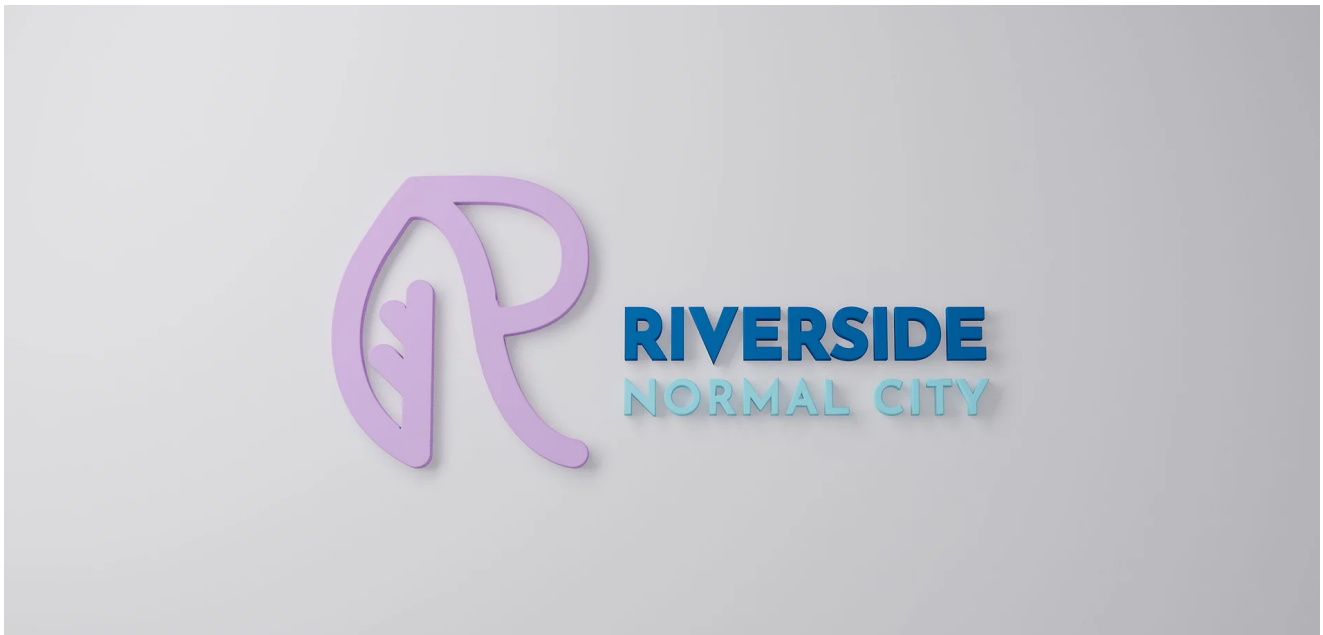
 digitalresearch.bsu.edu/immersive-learning-showcase-2021/exhibits/show/building-better-neighborhoods/riverside-neighborhood



The Riverside Normal City identity is inspired by Tudor architecture and positive change. The “R” utilizes a slanted line, a detail mirroring the decorative lines known as half-timbering in Tudor homes. The identity also features a budding leaf, showing the positive growth the residents of Riverside are promoting within their neighborhood.

The logo was inspired by Tudor architecture and accent details. The main “R” uses a slanted line which was popular in the outer details of Tudor homes known as half-timbering. The monogram “R” also references a leaf to signify the positive growth and change within the Riverside Normal City community.

View more images of the Riverside Neighborhood identity design here:
<https://www.studio165plus.com/riverside>



Riverside Neighborhood

IDENTITY DESIGN

TEAM:

Samantha Robbins

Erin Mawhorter

Jared Carter

Aubrey Hayden

LOCATION: Muncie, Indiana

INDUSTRY: Public Sector

Xander Crawley

Jake Gesick





OVERVIEW:

RESULTS:

The logo was inspired by Tudor architecture and accent details. The main “R” uses a slanted line which was popular in the outer details of tudor homes known as half-timbering. The monogram “R” also references a leaf to signify the positive growth and change within the Riverside Normal City community.





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Robinwood Estates Neighborhood

 digitalresearch.bsu.edu/immersive-learning-showcase-2021/exhibits/show/building-better-neighborhoods/robinwood-estates-neighborhood



Robinwood Estates is a quiet neighborhood located in the northwest part of Muncie, Indiana. The first buildings were built in 1978 by Ralph and Charles Staton. Robinwood's streets' names are British influenced. Beautiful yards are highly regarded within the neighborhood, such as the neighborhood selecting a yard of the month. A highlight is a median at the entrance where each tree was bought by a resident and has a plaque in memory of a loved one. It is a diverse neighborhood where the middle class finds a home.

Robinwood Estates takes great pride in the aesthetic of their neighborhood, especially the new median displayed at the entrance to their neighborhood. This visual concept depicts the landscaping done by the members of the community, along with the soft curves of the curbs. The use of a rounded serif typeface alludes to the stone entrance signage. Pairing this with the rounded sans serif typeface creates a balance between traditional and modern sensibilities that makes Robinwood a desirable place to live.

View more images of the Robinwood Estates Neighborhood identity design here:
<https://www.studio165plus.com/robinwood>

Robinwood | studio165plus

 studio165plus.com/robinwood



Robinwood Estates Neighborhood

IDENTITY DESIGN

LOCATION: Muncie, Indiana

INDUSTRY: Public Sector

TEAM:

Hanna Boggs

Valerie Francis

Samantha Robbins

Ashlyn Sterling

Katie Strader

Angel Winchester

OVERVIEW:

Robinwood Estates is a quiet neighborhood located in the northwest part of Muncie, Indiana. The first buildings were built in 1978 by Raph and Charles Staton. Robinwood's streets' names are British influenced. Beautiful yards are highly regarded within the neighborhood, such as the neighborhood selecting a yard of the month. A highlight is a median at the entrance where each tree was bought by a resident and has a plaque in memory of a loved one.

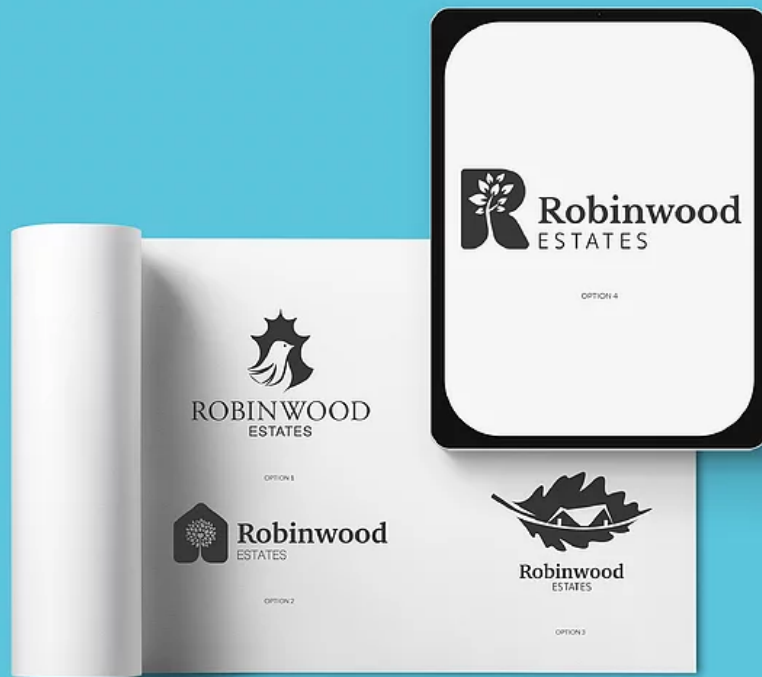
It is a diverse neighborhood where the middle class finds a home.



RESULTS:

Robinwood Estates takes great pride in the aesthetic of their neighborhood, especially the new median displayed at the entrance to their neighborhood. This visual concept depicts the landscaping done by the members of the community, along with the soft curves of the curbs. The use of a rounded serif typeface alludes to the stone entrance signage. Pairing this with the rounded sans serif typeface creates a balance between traditional and modern sensibilities that makes Robinwood a desirable place to live.







Robinwood
ESTATES



IDENTITY ELEMENTS COMBINATION



Primary Lockup

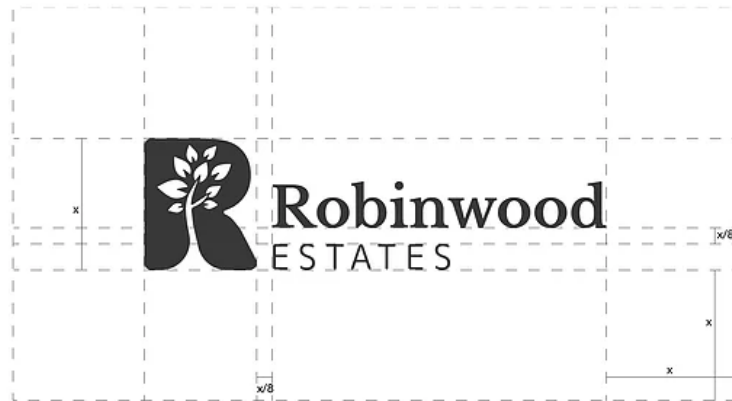


Secondary Lockup



Logomark

CLEARSPACE



COMPONENTS OF IDENTITY SYSTEM



ALTERNATIVE IDENTITY COMBINATIONS



Fall Lockup



Summer Lockup



Spring Lockup



Winter Lockup

COLOR PALETTE



CMKY: 53 13 93 0
RGB: 135 176 74
HEX # 87B04A



CMKY: 4 15 78 0
RGB: 245 209 88
HEX # F5D158



CMKY: 1 81 94 0
RGB: 238 88 44
HEX # EE582C



CMKY: 58 111 0
RGB: 89 197 221
HEX # 59C5DD

TYPOGRAPHY

LIBRE BASKERVILLE BOLD

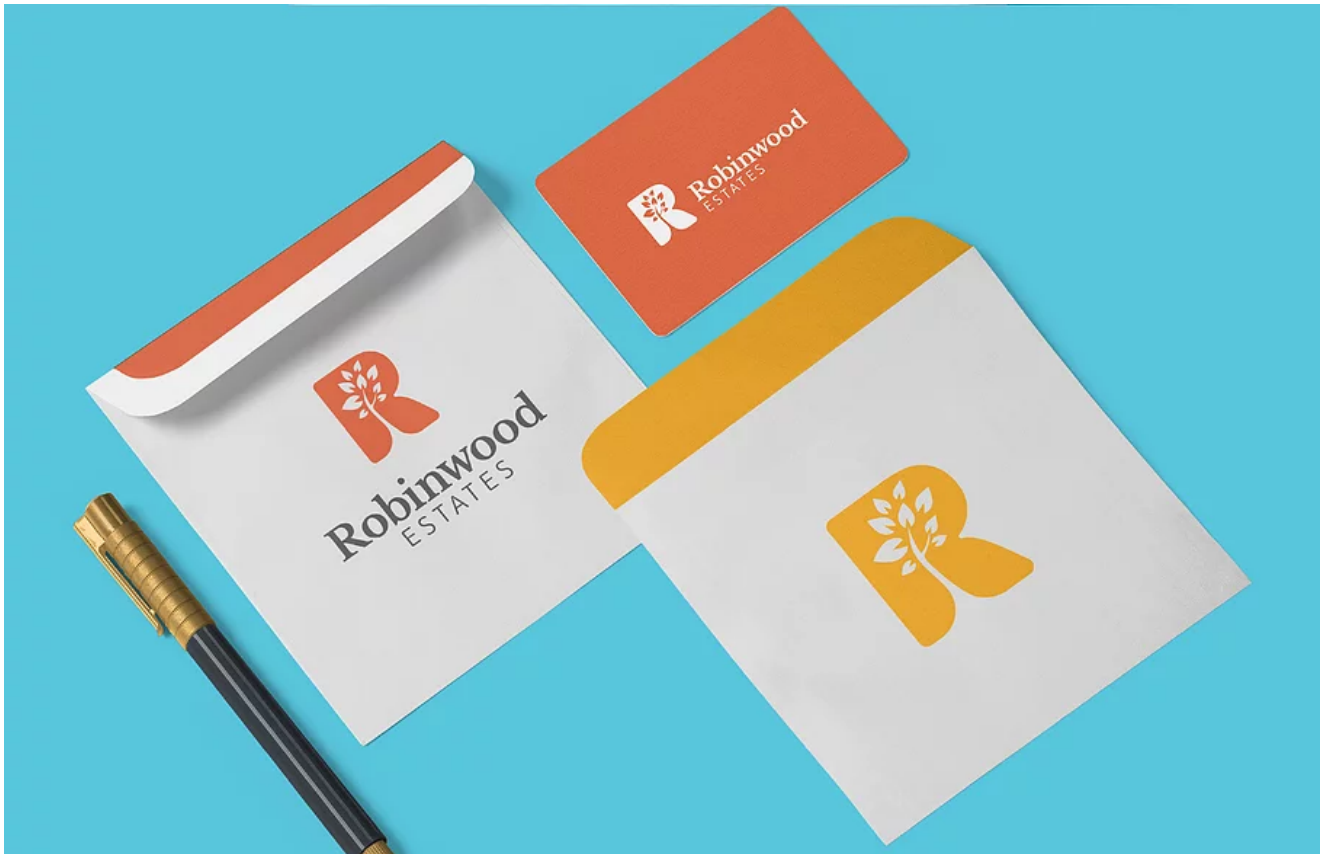
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

ROUNDED MPLUS 1C REGULAR

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz





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Forest Park Neighborhood

 digitalresearch.bsu.edu/immersive-learning-showcase-2021/exhibits/show/building-better-neighborhoods/forest-park-neighborhood



Forest Park is a quiet community that is home to the Muncie Senior Center. This neighborhood wanted to use its identity in signage, on clothing items, and as a letterhead for newsletters. Studio 165+ was approached by Building Better Neighborhoods seeking an identity design for each neighborhood in Muncie to reflect their unique aspects and goals.

Forest Park is a community that values its people and community. To express this, the identity uses two oak leaves standing like trees to form the negative space of a home with a fireplace. The oak leaves represent Forest Park's strength and resilience through obstacles they have overcome. The home is warm and inviting, offering safety inside the community.

View more images of the Forest Park Neighborhood identity design here:
<https://www.studio165plus.com/forest-park>

Forest Park | studio165plus

 studio165plus.com/forest-park



Forest Park Neighborhood

IDENTITY DESIGN

LOCATION: Muncie, Indiana

INDUSTRY: Public Sector

TEAM:

Jared Carter

Joel Hall

Erin Mawhorter

Samantha Robbins

Ashlyn Sterling

Katie Strader

Dominic Zelli



OVERVIEW:

Forest Park is a quiet community that is home to the Muncie Senior Center. This neighborhood wanted to use its identity in signage, on clothing items, and as a letterhead for newsletters. Studio 165+ was approached by Building Better Neighborhoods seeking an identity design for each neighborhood in Muncie to reflect their unique aspects and goals.

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IDENTITY ELEMENTS COMBINATION



CLEARSPACE

Primary Lockup Architecture



COMPONENTS OF IDENTITY SYSTEM



WORK SANS EXTRA BOLD

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

**abcdefghijklm
nopqrstuvwxyz**

COLOR PALETTE



CMKY: 70, 29, 84, 12
RGB: 86, 132, 78
HEX #56844E




CMKY: 65, 53, 67, 41
RGB: 73, 77, 66
HEX #494D42






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Minnetrista Central Neighborhood

 digitalresearch.bsu.edu/immersive-learning-showcase-2021/exhibits/show/building-better-neighborhoods/minnetrista-central-neighborhood



Minnetrista Central Neighborhood is a community that celebrates the individuality and expressiveness of its residents. Studio 165+ was approached by Building Better Neighborhoods seeking an identity design for each neighborhood in Muncie to reflect their unique aspects and goals.

This visual identity highlights the abundance of nature found within Minnetrista Central's borders, evoking a sense of growth as a community. The logomark alludes to the neighborhood's previous logo, which references the native herons commonly found throughout the White River area. The heron itself is also used as a symbol for peace, tranquility, and individuality, characteristics that best reflect the community as a whole. A unique typeface was created specifically for the identity, showcasing the artistic community and its values as well as alluding to the stylistic architecture of the houses seen throughout the neighborhood.

View more images of the Minnetrista Central Neighborhood identity design here:

<https://www.studio165plus.com/minnetrista>



Minnetrista Central Neighborhood

IDENTITY DESIGN

LOCATION: Muncie, Indiana

INDUSTRY: Public Sector

TEAM:

Ashley Allegretti

Hanna Boggs

Xander Crawley

Kyle Doody

Jaclyn Grutsch

Ashlyn Sterling



OVERVIEW:

Minnetrista Central Neighborhood is a community that celebrates the individuality and expressiveness of its residents. Studio 165+

was approached by Building Better Neighborhoods seeking an identity design for each neighborhood in Muncie to reflect their unique aspects and goals.

RESULTS:

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IDENTITY ELEMENTS COMBINATION



COMPONENTS OF IDENTITY SYSTEM



CLEARSPACE

Primary Lockup Architecture



MINNETRISTA CENTRAL

COLOR PALETTE



CMKY: 60, 0, 25, 0
RGB: 89, 197, 199
HEX: # 59C5C7



CMKY: 80, 26, 43, 3
RGB: 42, 143, 146
HEX: # 2A8F92







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Westbrier Neighborhood

 digitalresearch.bsu.edu/immersive-learning-showcase-2021/exhibits/show/building-better-neighborhoods/westbrier-neighborhood



Westbrier Neighborhood is focused on being a friendly, inviting, and proud place for people to reside. By following this goal, Westbrier has started to see people of all ages move in and make permanent homes within their neighborhoods. Studio 165+ was approached by Building Better Neighborhoods seeking an identity design for each neighborhood in Muncie to reflect their unique aspects and goals.

Westbrier residents are proud of their homes and the inviting nature of their neighborhood. Knowing this, the inspiration for the identity was drawn from the single-story ranch homes within the neighborhood. The logomark reflects on the quaint and maintained qualities of the neighborhood itself as well as the welcoming, open-door demeanor of its residents.

View more images of the Westbrier Neighborhood identity design here:

<https://www.studio165plus.com/westbrier>



Westbrier Neighborhood

IDENTITY DESIGN



LOCATION: Muncie, Indiana

INDUSTRY: Public Sector

TEAM:

Nikki Abel

Ashley Allegretti

Mariah Drake

Kate Hamilton

Sylvia Marbach

Cameo Smith



OVERVIEW:

Westbrier Neighborhood is focused on being a friendly, inviting, and proud place for people to reside. By following this goal, Westbrier has started to see people of all ages move in and make permanent homes within their neighborhoods. Studio 165+ was approached by Building Better Neighborhoods seeking an identity design for each neighborhood in Muncie to reflect their unique aspects and goals.

RESULTS:

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Primary Lockup



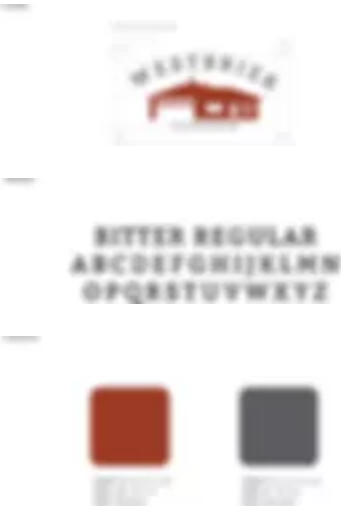
Secondary Lockup



Tertiary Lockup




Logomark





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McKinley Central Neighborhood

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McKinley Neighborhood is well known for its inquisitive residents and is best defined by its recent establishment as a Living Learning Community. Studio 165+ was approached by Building Better Neighborhoods seeking an identity design for each neighborhood in Muncie to reflect their unique aspects and goals.

This identity design takes inspiration from the motto of McKinley 'Live Learn Neighborhood'. While the letter 'M' is the monogram of the neighborhood, the top half represents both the movement of the White River that surrounds McKinley as well as the pages of a book.

View more images of the McKinley Neighborhood identity design here:

<https://www.studio165plus.com/mckinley>



Minnetrista Central Neighborhood

IDENTITY DESIGN

LOCATION: Muncie, Indiana

INDUSTRY: Public Sector

TEAM:

Nikki Abel

Ashley Allegretti

Mariah Drake

Kate Hamilton

Sylvia Marbach

Cameo Smith



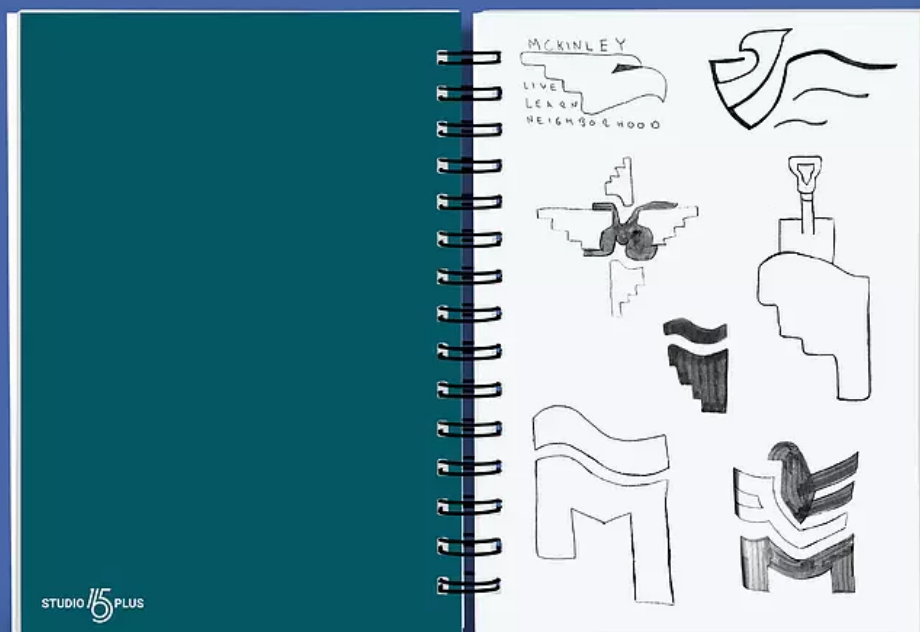
OVERVIEW:

McKinley Neighborhood is well known for its inquisitive residents and is best defined by its recent establishment as a Living Learning Community. Studio 165+ was approached by Building Better Neighborhoods seeking an identity design for each neighborhood

in Muncie to reflect their unique aspects and goals.

RESULTS:

This identity design takes inspiration from the motto of McKinley 'Live Learn Neighborhood'. While the letter 'M' is the monogram of the neighborhood, the top half represents both the movement of the White River that surrounds McKinley as well as the pages of a book.





IDENTITY ELEMENTS COMBINATION



Primary Lockup



Secondary Lockup



Logomark

CLEARSPACE

Primary Lockup Architecture



COMPONENTS OF IDENTITY SYSTEM



TYPOGRAPHY

Comfortaa Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

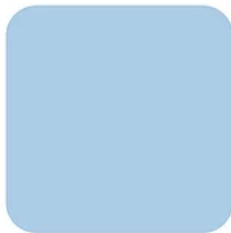
abcdefghijklm
nopqrstuvwxyz

Lato Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

COLOR PALETTE



CMKY: 30, 10, 3, 0
RGB: 174, 206, 230
HEX #aecee6



CMKY: 80, 63, 5, 0
RGB: 70, 102, 169
HEX #4666a9



CMKY: 86, 76, 29, 14
RGB: 61, 73, 117
HEX #3d4975





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Industry Neighborhood

 digitalresearch.bsu.edu/immersive-learning-showcase-2021/exhibits/show/building-better-neighborhoods/industry-neighborhood



Industry Neighborhood is a community built on the foundation of family morals. It is rich in residents who care deeply about the future of the community. Its people are working toward restoring the community's resources and engaging the community youth. Studio 165+ was approached by Building Better Neighborhoods seeking an identity design for each neighborhood in Muncie to reflect their unique aspects and goals.

This visual identity uses the visual qualities of log cabins, reminiscent of the ones found in Heekin Park, to express the community's resilience and strength. Lumber is symbolic of the building but can also represent nature and growth. The letters of 'Industry' fit together like walls of a structure to represent the efforts of Industry Neighborhood to continue to develop and renovate. The outline of the Primary Lock-Up references the shape of the community's map.

View more images of the Industry Neighborhood identity design here:
<https://www.studio165plus.com/industry>



Industry Neighborhood

IDENTITY DESIGN

LOCATION: Muncie, Indiana

INDUSTRY: Public Sector

TEAM:

Ashley Allegretti

Hanna Boggs

Xander Crawley

Kyle Doody

Jaclyn Grutsch

Alyssa Shoults

Ashlyn Sterling



OVERVIEW:

Industry Neighborhood is a community built on the foundation of family morals. It is rich in residents who care deeply about the future of the community. Its people are working toward restoring the community's resources and engaging the community youth. Studio 165+ was approached by Building Better Neighborhoods seeking an identity design for each neighborhood in Muncie to reflect their unique aspects and goals.

RESULTS:

This visual identity uses the visual qualities of log cabins, reminiscent of the ones found in Heekin Park, to express the community's resilience and strength. Lumber is symbolic of the building but can also represent nature and growth. The letters of 'Industry' fit together like walls of a structure to represent the efforts of Industry Neighborhood to continue to develop and renovate. The outline of the Primary Lock-Up references the shape of the community's map.





PRIMARY LOCKUP ARCHITECTURE



COMPONENTS OF IDENTITY SYSTEM

Roof of Cabin —————



————— Base of Cabin

BARLOW REGULAR

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

COLOR PALETTE



CMKY: 68 13 26 0
RGB: 72 172 186
HEX # 48ACBA



CMKY: 6 67 92 0
RGB: 229 116 49
HEX # E57431





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Halteman Neighborhood

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Halteman Village is a quiet, humble location with great respect for its heritage. The people of Halteman are currently working toward reestablishing their community connection. Studio 165+ was approached by Building Better Neighborhoods seeking an identity design for each neighborhood in Muncie to reflect their unique aspects and goals.

Because Halteman has a rich history, we chose to emphasize the shapes of the community's long-standing architecture. This identity reflects the sharp angles and lines of the mid-century architecture found in Halteman Village. It specifically imitates the structure of the former school house, which is the most prominent building in the community. It symbolizes the strength of the community and its enduring history. The color blue references the cool color palettes used in mid-century design.

View more images of the Halteman Village identity design here:

<https://www.studio165plus.com/halteman>



Halteman Neighborhood

IDENTITY DESIGN

LOCATION: Muncie, Indiana

INDUSTRY: Public Sector

TEAM:

Hanna Boggs

Valerie Francis

Samantha Robbins

Ashlyn Sterling

Katie Strader

Angel Winchester



OVERVIEW:

Halteman Village is a quiet, humble location with great respect for its heritage. The people of Halteman are currently working toward reestablishing their community connection. Studio 165+ was approached by Building Better Neighborhoods seeking an identity design for each neighborhood in Muncie to reflect their unique aspects and goals.

RESULTS:

Because Halteman has a rich history, we chose to emphasize the shapes of the community's long-standing architecture. This identity reflects the sharp angles and lines of the mid-century architecture found in Halteman Village. It specifically imitates the structure of the former school house, which is the most prominent building in the community. It symbolizes the strength of the community and its enduring history. The color blue references the cool color palettes used in mid-century design.



Old West End Neighborhood

 digitalresearch.bsu.edu/immersive-learning-showcase-2021/exhibits/show/building-better-neighborhoods/old-west-end-neighborhood



Old West End is a historic neighborhood located in the heart of Muncie. Studio 165+ was approached by Building Better Neighborhoods seeking an identity design for each neighborhood in Muncie to reflect their unique aspects and goals.

The homes within this district represent a wide-range of architectural styles that date from the mid-nineteenth to early-twentieth centuries such as Italianate, Colonial Revival, and Queen Anne. These styles are brought through the identity design, showing the architecture that is central to the neighborhood.

View more images of the Old West End Neighborhood identity design here:

<https://www.studio165plus.com/old-west-end>

Old West End | studio165plus

 studio165plus.com/old-west-end



Old West End Neighborhood

IDENTITY DESIGN

LOCATION: Muncie, Indiana

INDUSTRY: Public Sector

TEAM:

Sylvia Marbach

Nikki Abel

Ashley Allegretti

Mariah Drake

Kate Hamilton

Cameo Smith



OVERVIEW:

Lorem Ipsum

RESULTS:

Old West End is a historic neighborhood located in the heart of Muncie. The homes within this district represent a wide-range of architectural styles that date from the mid-nineteenth to early-twentieth centuries such as Italianate, Colonial Revival, and Queen Anne. These styles are brought through the identity design, showing the architecture that is central to the neighborhood.



Awards Received: Judges Choice, Student Best of Show, Student Gold ADDY Award



Students Involved

 digitalresearch.bsu.edu/immersive-learning-showcase-2021/exhibits/show/building-better-neighborhoods/students

Spring 2019 Team

Kate Hamilton, Samantha Robbins, Nikki Abel, Valerie Francis, Mariah Drake, Hanna Boggs, Cameo Smith, Angel Winchester, Ashley Allegretti, Ashlyn Sterling, Sylvia Marbach, Emily Lipps, Katie Strader

Fall 2020 Team

Erin Mawhorter, Audrey Musal, Cassandra Mattingly, Rilan Mirasol, Aubrey Hayden, Emma Fulkerson, Jayda Cleaveland, Ashlyn Sterling, Hanna Boggs, Jaclyn Grutsch, Kyle Doody, Ashley Allegretti, Alyssa Shoults, Xander Crawley

Spring 2020

Mariah Drake, Samantha Robbins, Aubrey Hayden, Mariah Jester, Kyle Doody, Jake Gesick, Cameo Smith, Jared Carter, Paul Kihn, Xander Crawley, Kimberly Holbrook, James Ong, Rosalie Buckley, Erin Mawhorter

Recognition

 digitalresearch.bsu.edu/immersive-learning-showcase-2021/exhibits/show/building-better-neighborhoods/recognition

Whitely Neighborhood Identity Design

American Graphic Design award, GDUSA Magazine (National Award)

American Web Design award, GDUSA Magazine (National Award)

American Advertising Federation ECI, Student Silver Award (Local Award)

Old West End Neighborhood Identity Design

American Advertising Federation ECI, Student Gold Award (Local Award)

American Advertising Federation ECI, Student Judge's Choice Award (Local Award)

American Advertising Federation ECI, Student Best of Show Award (Local Award)

Riverside Normal City Neighborhood Identity Design

American Graphic Design award, GDUSA Magazine (National Award)

[← Students Involved](#)

[Neighborhood Visits →](#)

Recognition

Building Better Neighborhoods Identity Design

- [Whitely Community](#)
- [Southside Neighborhood](#)
- [Riverside Neighborhood](#)
- [Robinwood Estates Neighborhood](#)
- [Forest Park Neighborhood](#)
- [Minnetrista Central Neighborhood](#)
- [Westbrier Neighborhood](#)
- [McKinley Central Neighborhood](#)
- [Industry Neighborhood](#)
- [Halteman Neighborhood](#)
- [Old West End Neighborhood](#)
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